

MOTION BY SUPERVISOR DON KNABE

November 12, 2003

The County of Los Angeles is facing numerous challenges in its efforts to comply with the water quality requirements established for municipal stormwater and urban runoff discharges. One of the major road blocks in our compliance efforts is the high cost of implementing measures to reduce pollution. An innovative approach is to promote partnership and sponsorship with corporate and local businesses in the cleanup solution of our waterways. The objective of this effort is to increase public awareness of the environment while generating revenues for pollution control and prevention.

An example is Adopt-A-Waterway™ Program that is in place in some local cities, such as Malibu and Long Beach. Adopt-A-Waterway™ is a national organization that forms alliances between the public and private sectors to raise money that helps local governments fund pollution reduction activities. In return for the funds, local governments place Adopt-A-Waterway™ signs and banners in high traffic areas with a positive environmental message and the sponsor's logo and business information.

-- MORE --

MOTION

Molina	_____
Yaroslavsky	_____
Knabe	_____
Antonovich	_____
Burke	_____

The Adopt-A-WaterwayTM program presents an opportunity to expand our community educational outreach efforts on the environment and to generate supplemental revenue:

I, THEREFORE, MOVE THAT THE BOARD request the Department of Public Works, with input from County Counsel and the Chief Administrative Office, to conduct a study to evaluate the feasibility of adopting a partnership and sponsorship program, such as the Adopt-A-Waterway,TM and report recommendations to this Board in 60 days.

###

CP:nh
Adoptawaterwaymotion1112

MOTION

MOLINA	_____
YAROSLAVSKY	_____
KNABE	_____
ANTONOVICH	_____
BURKE	_____